### Sprint

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FEDERAL COMMUNICATIONS COMMISSION OFFICE OF THE SECRETARY

#### **EX PARTE PRESENTATION**

July 7, 1999

Ms. Magalie Roman Salas, Secretary **Federal Communications Commission** The Portals 445-12<sup>TH</sup> Street S.W. Room TW-A325 Washington, D.C. 20554

Truth-in-Billing, CC Docket 98-170

Dear Ms. Salas:

Today, July 7, 1999, representatives of Sprint Corporation met with Glenn Reynolds, Colleen Heitkamp and Anita Cheng of the Common Carrier Bureau Enforcement Division. The purpose of this meeting was to discuss the attached materials regarding the above referenced proceedings. Representing Sprint Coporation were Jay Keithley, Rikke Davis, Janet Bauman and Jack Karstens.

Sprint requests that this information be made a part of the record in this matter. In accordance with Section 1.1206(a)(2), two copies of this presentation are provided for this purpose. If you have any questions, please free to call.

Sincerely,

Joyce Y. Walker

CC: Glenn Reynolds Colleen Heitkamp **Anita Cheng** 

No. of Copies rec'd 0+1 List ABCDE



Page 1 of 8

Customer service 1-800-555-1234 Internet address www.sprint.com Customer number 615-245-1401-100

#### **Fast Facts**

John B Jones 437 Arbuckle Avenue Your Town, USA 12345-1000

Date Due:

March 25, 1999

**Total Due:** 

\$196.40

Your satisfaction is important. Now you can call us toll free with your comments, suggestions or ideas. We are always looking for ways to improve our service to you.

#### **Customer Summary**

Previous charges	88.01
Payment received February 25 - Thank you!	-57.42
Past due balance Any unpaid past due amount must be paid immediately to avoid possible interruption of services	30.59

165.81 Current month charges

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Current Month Charges	
Sprint local services: see page 3	97.03
Sprint long distance charges: see page 6	52.98
USBI charges: see page 9	15.80

#### **Carrier Selections**

One or more of your carrier selections has been changed since the last billing statement. See page 5 for details.



Please recycle



Please return this portion with payment.

Customer service Internet address 1-800-829-8009

Customer number www.sprint.com 615-245-1401-100

Date due: Total amount due: March 25, 1999

\$196.40

Check here if information is requested on back.

Amount enclosed:

AUTO CR \*\*R006

Write your 13-digit customer number on your check

\$200.33 if received March 25th or after.

Make checks payable to:

Sprint

Post Office Box 1236 Lincoln, NE 66203-0010

John B Jones 437 Arbuckle Avenue Your Town, USA 12345-1000



Page 2 of 8

Sprint.

Customer service 1-800-555-1234

Internet address www.sprint.com

Customer number 615-245-1401-100

#### Important Information

State and federal regulatory news concerning your communication services.

Federal and state rules require identification of specific charges which may result in interruption of basic local phone service if not paid (†). Optional services and equipment are available to customers as an added value, but are not required to provide your basic phone service. Customers are responsible for the full amount due for any services requested.

#### Consumer rights - 900 services

This notice is to inform consumers of their rights regarding payment for 900 services, as specified by federal regulations. 900 service charges, which are pay-per-call charges, may be billed on your local telephone bill by Sprint or by companies that have a billing agreement with Sprint. Further information about a 900 service charge can be obtained by calling the toll free number of the company associated with these calls. Access to 900 services can be blocked by contacting Sprint's customer service department.

To dispute a 900 service charge appearing in the local telephone bill, you must call the company number provided for billing inquiries listed on the page where the charge appears. You must call the company responsible for the 900 charges directly to register your dispute within 60 days of the monthly statement date. You can provide notification of the billing error over the phone by calling the 800 number of the company providing the 900 service.

Any dispute not resolved over the phone will be investigated, and you will be advised of the outcome within 90 days of your initial notification (written responses provided on request). Payment of 900 service charges under investigation can be withheld pending resolution, and collection activities will not occur during this time. The provider of the service or their agent may further investigate any charges that are removed at the time of your initial contact. If charges are subsequently determined to be valid, the company providing the service and/or agents may use their own collection process to obtain payment for the amount due.

All companies providing 900 services must comply with the dispute process outlined in this notice. Failure to comply with these rules will result in a forfeit of up to \$50 per occurrence of the disputed amount. The Federal Communications Commission classifies 900 services as non-communications services, so non-payment of such charges can not result in discontinuation of your local or long distance services. Failure to pay for legitimate 900 charges, however, can result in terminating access to 900 services.



<mark>Profesional Holling States and The Profesional Profes</mark>



#### An easy way to receive information about Sprint products and services!

Would you like to know more about how Sprint products, services and technology can make your life easier? Just mark any item which interests you.

To ensure a response, please remember to check the box on the front of this page. For more information call 1-800-555-1234 or visit our web site.

	Sprint local, long distance and feature packages	Sprint PCS
	Sprint MessageLine voice mail	Sprint on-line billing
	Sprint paging	Sprint telephones and equipment
п	Sprint calling services	



Page 3 of 8

Customer service 1-800-555-1234

**Sprint Local Services** 

Internet address www.sprint.com

Customer number 615-245-1401-100

Phones for your home or office. Sprint has a variety of feature rich residential and home office telephones. For more information check out our web site at www.sprint.com or call us at 1-800-555-1234

Summary of Charges: March 11 - April 10			
Adjustments	-4.48		
Sprint local services for 615-245-1401	35.64		
Sprint local services for 615-245-1402	42.42		
Equipment	5.95		
Taxes and surcharges	17.50		
<sup>बु</sup> र्चिक्टापुरुक्तार्थकवा स्वयंक्रा	2007/00		

Detail of Charges: March 11 - Apr	il 10	
Adjustment: credits		
Directory assistance, February 26		75
Toll adjustment, March 3		23
MessageLine discontinued		-5.00
Partial month service February 26 - March	1	
Adjustment: charges		
Late payment fee †		1.50
Total adjustments		-\$4.48
Sprint Local Services for 615-245	-1401	
Residential phone service †		21.02
Call waiting ID service		6.50
Usage-based services		
Three-way calling (*71)	2 @ .75	1.50
Return call (*69)	3 @ .75	2.25
Local directory assistance	3 @ no charge	0.00
Local directory assistance	5 @ .45	2.25
Extended local service Extended local service includes calls outsid local calling area	de your designated	
Day: 4 calls	10 minutes	1.20
Evening: 5 calls	4 minutes	.52
Night/weekend: 2 calls	5 minutes	.40
Sprint local calling card		
Global Access card charges		2.50
Total local service for 615-245-1401		\$35.64

#### Global Access card itemized calls

	Date	Time	Place called	Number called	Period	Minutes	Amount
1	Mar 9	11:26 P	Engelbrecht, MO from Havelock, NC	252-464-0455 from 615-245-1401	Night	10	2.50
Total (	Slobal Acc	ess card c	harges				\$2.50



Page 4 of 8

Customer service 1-800-555-1234

Internet address www.sprint.com

Customer number 615-245-1401-100

#### Sprint Local Services for 615-245-1402

Sprint Solutions

28.95

Sprint Solutions includes: residential phone service †, call waiting, caller ID, call waiting ID, return call (\*69), anonymous call rejection, call forward busy/no answer, and 60 minutes local toll calling

Usage-based services

Three-way calling (\*71) 3 @ .75 2.25
Local directory assistance 3 @ no charge 0.00
Local directory assistance 5 @ .45 per call 2.25

Extended local service

Extended local service includes calls outside your designated local calling area

Day: 3 calls 8 minutes .19
Evening: 1 call 2 minutes .40
Night/weekend: 2 calls 13 minutes 1.56

Local toll calling

For more information about your local toll calling area please refer to your phone directory.

Sprint Solutions plan: 60 minutes included
Additional usage: 64 minutes 24.06
Plan discount: -17.66

Sprint Solutions plan charges

6.40

Total local service for 615-245-1402

\$42.42

#### **Sprint Solutions itemized calls**

reproduction de description (i.e., included of

	Date	Time	Place called	Number called	Period	Minutes	Amount
2	Feb 15		Havelock, NC	252-464-0456	Night	14	6.00
3			Havelock, NC	252-464-0456	Night		12.00
4	Mar 9	11:04 P	Havelock, NC	252-464-0456	Night	16	6.06
Fotal S	print Sol	utions char	ges				\$24.06*
*Reflect	s charges	prior to plan	discount - you saved	\$17.66 this month			
			Ed	quipment			
			Pu	aller ID display - 1 <sup>st</sup> of 6 Irchased March 2, 1999 fo Irmaining balance: <b>\$44.7</b> 5			8.95
			10	0% discount caller ID dis	splay		-3.00
			To	otal equipment			\$5.95
			Ta	exes and surcharges			
			Fo	ong distance access surc or an explanation of long dis ease call 1-800-555-1212	-	rge	9.50
			Fo	umber portability surcha or an explanation of number ease call 1-800-555-1212	_	,	1.57
			Er	mergency 911 surcharge	<b>;</b> †		
			Te	elecommunications relay	service surcharge	†	.13
				ederal tax	•		3.00
			St	ate tax			2.76
			To	otal taxes and surcharge	es		\$17.50



Page 5 of 8

Customer service 1-800-555-1234

Internet address www.sprint.com

Customer number 615-245-1401-100

#### Change in Service

For your convenience this section of your bill is provided to easily identify any changes to your Sprint local service account since the last billing statement, and to confirm your carrier selections.

#### Summary for 615-245-1401

Services and equipment	Activity	Confirmation
Caller ID	added March 2	S703451
Caller ID Display	added March 2	C711542
MessageLine	discontinued March 15	C711542

#### **Current carrier selections**

Local toll: Sprint no change	Local toll: Sprint	no change
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Long distance: Sprint from AT&T March 20 verbal

#### Summary for 615-245-1402

Services and equipment	Activity	Confirmation
900 blocking	added March 10	C711542
Sprint sense local toll	added March 31	C711542

#### Current carrier selections

Local toll: Sprint	no change
Long distance: Frontier	no change

#### **Customer News**

#### Billing questions?

To get answers to frequently asked billing questions or make payment arrangements, call 1-800-877-7077. You will be prompted to enter the 13 digit customer number located in the upper right hand corner of your bill. You can call this number any time, day or night to take advantage of Sprint's new automated billing services.



Internet address www.sprint.com

Customer number 615-245-1401-100

#### Sprint Long Distance 1-800-746-3767

Sprint Account ID 6184-940-785

Sprint Invoice 11117648

#### Summary of charges for 615-245-1401

Direct dial charges	32.70
International charges	10.68
Other charges and credits	3.65
Taxes	1.65

Total current charges \$52.98.

#### Direct dial itemized calls

Da	te 7	ime I	Place called	Number called	Period	Minutes	Amount
			Daleville, AL	312-467-2000	Evening	5	.50
6 - M	ir 24 2	23 P (	Olathe, KS	732-469-8000	Day	13	1.30
		:41 P !	Monterey, CA		Day	3	.30
THE BUILDING	) j 2(6). ((0)			305-492-1234	Day ****	stading a	.10
	ar 26 11		Homested, FL .		Night	2	.20
10 M	ir 26 8	00 A I	Los Angeles, CA	502-347-1283	Day	71	:10
11 Ma	ar 26 8:	:00 A 00:	Odenton, MD		Day	1	.10
WARRING TO THE PARTY OF THE PAR	Tr (2(6) 15)	THE RESERVE AND ADDRESS OF THE PARTY OF THE	extnpkgrml, VA		Day		.10
			Harrisonbg, VA		Evening	28	2.80
14 M	A CONTRACTOR OF THE PARTY OF TH	Andrew Control of the Party of	Carrier and Carrie	Company of the compan	Day	1 1 1 1	.10
			Cincinnati, OH		Day	7	.70
					Day	111	.10
17 Ar					Day	3	.30
			Control of the second s		Day	1	10
			Jacksonvi, FL		Day	1	.10
COMMUNICATION OF THE PROPERTY OF	for the first the same	Market and the second of the second			Day	141 at	.10
21 Ap			Dir Asst, VA		Day	1	.10
599 A			CONTRACTOR OF STREET, SALES OF STREET, S		Day	1	.10
23 Ap			Lindavista, CA		Night	1	.10
24 A	**************************************	CARLO SANDA SA	Da Compl, VA		Day	1_	.10
25 Ap			Dir Asst, VA		Day	1 	.10
26" Ar		DESCRIPTION OF THE REST OF THE REST	HOUSE RECOGNISION OF THE PRODUCT OF A TO	CL251 CONTROL OF THE PERSON OF	Day	- 2	20
27 Ar					Evening	1	.10
28 Ar	Contract Name (Cartes)	100 CONTRACTOR (100 CONTRACTOR		The state of the s	Day	<b>3</b>	.30
29 Ap			Newpt Nws, VA		Day	3	.30
30 A		management and you or district and the	<b>Selection and Control of the Contro</b>		Day	2	.20
31 Ap			Norfolk, VA		Day	1	.10
32 A A		ALCOHOLD SERVICE SERVICE			Day	Care the same in the	:20
33 Ap			Fort Lee, VA	785-989-1234	Day	1	.10 .10
			Petersburg, VA		Day		Character provides and control of the control of th
35 Ap			Virginibch, VA		Day	2	.20 .10
warmanite for the contract of					Day 📲 💮 .	ner III.	.30
37 Ap		:26 P			Day	3	.10
					Day	22	2.20
39 Ap			Lindavista, VA		Day	30	3.00
Service and Company of the Company o	r 05 05	decaporation of the control of the c	Cincinnati, OH		Day	ာပ 1	.10
43 Ap		MANAGEMENT OF TRANSPORTED	Monterery, CA		Day	. 5	.10
	ar 26 02		Monterery, CA Monterery, CA		Day Day	3	.30
46 Ar	20 UZ				Day 2	3	.20
	or 02 12		Alexandria, VA Alexandria, VA		Daγ Day	: 1	.10
48 A					Day Charles	, , , , , , , , , , , , , , , , , , ,	.10
ess Typich	Les transfer		niovelinia, A W.	132,703,0000	Day	- 1 mart - 2 mart -	na

\$1.65



Internet address www.sprint.com

Customer number 615-245-1401-100

#### Direct dial itemized calls

Direct dial itemized calls				
Date Time	Place called	Number called	Period	Minutes Amount
49 Apr 2 5:26 P	Alexandria, VA	785-989-1234	Day	2 .20
50 Apr. 2 2:23 P				1 .10
51 Apr 2 5:41 P	Monterey, CA Carmel: CA	717-224-0022 305-492-1234	Day ≎: • Day	1 .10 1 .10
53 Apr 2 11:52 P	Dir Asst, CA	314-987-5634	Night	1 .10
54 Apr. 2 8:00 A			Day	1. 10
55 Apr 2 8:00 A	Carmel, CA	502-347-1233	Day	2 .20
56 Apr 8 5 19 P			Day	8 .80
57 Apr 3 8:14 P	Wilmington, TN		Evening Day	1 .10 10 .10
59 Apr 3 2:10 P	Wilmington, TN		Day	2 .20
60 :Apr 3:10:15 A				1 .10
61 Apr 3 12:10 P	Wilmington, TN		Day	6 .60
62 Apr 3 12:23 P			Day	1 .10
63 Apr 3 5:26 P 64 Apr 3 10:15 A	Virginibch, VA	785-989-1234 298-765-4324	Day Day	5 .50 3 .30
65 Apr 3 12:10 P	Raliegh, NC	529-875-4347	Day	2 .20
66 Apr 3 2;23 P	MARKATAN TO THE THE PROPERTY OF CORRESPONDED TO THE CORRESPONDED T	732-469-8000	Day	21 2.10
67 Apr 3 5:26 P	Lindavista, CA	785-989-1234	Day	1 .10
68 Apr 3 11:19 A	mining of white to an addition of the same		Day	1
69 Apr 4 2:10 P	Cincinnati, OH	513-432-1520	Day	14 1.40
70 Apr 4 10:15 A 71 Apr 5 12:10 P	Lindavista, CA	513-432-1520 875-432-1098	e retric Day Day	3 <u>200</u> 30 1 .10
	Raliegh NC		The second contract to	1 10 mg - 1 10 mg - 10 mg - 10
73 Apr 5 5:26 P	Dir Asst, CA	785-989-1234	Day	1 .10
74 Apr 300 152A			Day	2.20
75 Apr 3 12:10 P	Carmel, CA	529-875-4347	Day	1 .10
	Dir Asst, CA	· · · · · · · · · · · · · · · · · · ·	Day	1.2 210
77 Apr 3 5:26 P 78 Apr 3 11 9 A	Dir Asst, CA	785-989-1234 4 615-245-1402	Day Day	1 .10 40
79 Apr 4 2:10 P	Carmel, CA	305-330-1287	Day	4 .40
80 Apr 4 10:15 A			Day N	2
81 Apr 5 12:10 P	Monterey, CA	875-432-1098	Day	2 .20
82 Apr. 5 428 P				1 2 3.10
83 Apr 5 5:26 P	Raliegh, NC	785-989-1234	Day	1 .10
Total direct dial charges				\$37.20
International itemized calls				
84 Mar 27 08:37 P	Spain	34-649-023-503-00	00 Evening	1 1.31
85 Mar 29 02:23 P	Spain	34-649-023-503-00	00 Day	7 9.17
Total international charges				\$10.48
			·	
		245 ar abarras and ar	- dil	
		Other charges and cr		
		ederal universal service	•	2.80
		Presubscribed line charge	)	.85
		Service charge		4.95
	ľ	Monthly fee waiver		-4.95
	7	Total other charges and o	credits	\$3.65
	ī	axes		
		ederal tax		1.46
		ocal tax		.19
	<u> </u>	.ocai tax		

Total taxes

-2.15

Monthly statement: March 11, 1999

Customer number 615-245-1401-100



#### For USBI billing inquiries, please call 1-800-479-8724

This portion of your bill is provided as a service to USBI. There is no connection between Sprint and USBI. Please review all charges appearing in this section. Any questions regarding your USBI charges should be referred to the number listed on this page. As a service to our customers, Sprint prints billing information and collects payment for USBI.

USBI is a clearinghouse that bills for long distance carriers. USBI's customer service center is open from 8 am to 6 pm central time Monday through Friday. Please call us at 888-456-7890.

#### Summary of USBI charges

Adjustments

### frontier

### Frontier Communication Services March 9, 1999

Charges billed on behalf of Frontier Communication				
Long distance services				
Direct dial charges	615-245-1402	1.44		
Calling card charges	615-245-1402	6.53		
International charges	615-245-1402	1.10		
Other charges and credits				
Monthly fee	March 1	5.00		
Taxes				
Federal tax		2.85		
State tax		1.06		
ាវិស្សម <b>ុំឡើ</b> ម eherge		\$15,80		

#### Direct dial itemized calls

	Date		Time	Place called	Number called	Period	Minutes	Amount
86	Mar	4	5:26 P	Chapman, KS	785-989-1234	Day	1	50
:7/	Metr	13	ioniavas	c MiamikiFL	305492 (234	Day		30
88	Mar	6	11:52 P	St. Louis, MO	314-987-5634	Night	2	1.54
(39)	MEG	1	:j(t)0)/:\	Zelitente KY	502.347.1233	Day	Control of the Contro	10
90	Mar	8	8:00 A	Ghent, KY	502-347-1233	Day	1	10
THE SAL	Mair	9	(g/kg/P	e Atlanta, GA	404 529: (000)	Day	1	.10
Total d	irect o	lial	charaes					\$1.44

#### Calling card itemized calls

92 Mar 7 8:14 P	Miami, FL	615-245-1402	Evening	1 .33	
	Atlanta, GA	A 615-245-1402	Day	6.45	a de la composition della comp
- 94 - Mar 12 - 2:10 P	Miami, FL	<del>305-330-1287 305-320-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-1287 305-3200-128</del>	- Day		_

Total calling card charges

#### International itemized

95 Mar 13 10:15 A London	59-298-765-432-1000	_Dav	2	2.10
96 Mar 14 12:10 P Germany	88-529-875-432-1000	Day	#10 m 1 1 1 2 3	-1.00
Total international charges				\$1.10

## Truth-in-Billing

- Sprint strongly supports the goals of Truth-in-Billing, and so do our customers
- Extensive consumer research conducted to test new bill
- Secondary research/benchmarking
- Internal call center studies to assess billing related contacts/issues (monitoring and rep interviews)



## Review of the bill

### Current bill

- Non-standard size
- Charges fragmented due to page breaks, bill messages
- Text in all caps
- Codes and abbreviations used

### New bill

- 6 1/2" X 11" size
- Important information/key sections stand out
- Page reference numbers to help customers navigate to bill sections
- Messaging minimized to eliminate clutter and fragmentation
- Plain English used to describe charges
- More meaningful organization of billing information



# • Identify service providers and separate charges on the bill

- The new bill will highlight each carrier section of the bill with a reverse font black box, which includes the carrier 800 number for IXCs
- Sprint 800 number listed on every page in the local section and on remittance
- All PICs will begin on a new page, using the front and back of each page to eliminate blank pages
- The new bill will separate casual charges using a bold line and the carrier logo
- Carrier sections that have multiple pages will have a continued next page message



### Easily identify changes in service

- The new bill includes a "Change in Service" section that will highlight activity since the last billing statement
- If a PIC change has occurred, there will be a message on the first page of the bill guiding the customer to the page where this information is listed
- Carrier selections for all lines will be listed in this section of the bill, even when no change has occurred
- The change of service section does not address changes based on casual carrier usage; however, casual calls are clearly identified by carrier on the bill.



- Provide clear, plain language descriptions of services rendered
  - The new bill will allow expanded product descriptions in the local section of the bill
  - A concerted effort to eliminate telecom jargon, abbreviations and codes has been undertaken
  - Clear descriptions will be provided for detailed line items, as well as the overall section headings used to organize presentation of charges
  - Sprint supports standard descriptions for regulatory surcharges



- Identify services which could result in disconnection of "basic local service" if not paid
  - The new bill will use a symbol to denote deniable charges
  - The footnote will be explained under "Important Information", along with other federal and state regulatory notices
  - Issues regarding state requirements and definitions will need to be addressed to achieve consistency
  - Potential for confusion we want to send the right message regarding payment for services rendered
    - Can disconnect basic local service for non-payment of "deniable" items (definition varies by state e.g., access line, SLC)
    - Can't disconnect basic local service for non-payment of 900 services
    - Can deny access to non-regulated services if not paid



### From old to new

- The new bill is customer friendly, and this is what it will take to get there...
- Extensive review of descriptions and messages on the bill to ensure clarity
  - Over 2,100 core product descriptions evaluated and revised to date
  - High level review of over 6,000 product descriptions planned to eliminate abbreviations
  - Over 500 adjustments codes will be reviewed
  - Over 1200 codes for other charges and credits will be reviewed; all
    of these charges will be re-mapped to more meaningful section
    headings



# trom old to new to

- Over 900 print line types on the bill must be analyzed and evaluated
  - Over 500,000 lines of code will be written for the new bill
- Modifications required to meet specific billing requirements in 18 states served by Sprint local
  - 27 local companies within Sprint also require special consideration
- Redesign of the messaging approach to ensure content is easy to understand and charges are kept together
  - Placement and prioritization of all messages must be determined
  - New indicators to support message placement will be created



## Truth-in-Billing

- Effort initiated 4Q 98 to redesign and improve the current bill presentation
  - Benefits include increased customer satisfaction, increased clarity relative to charges and descriptions, and operational efficiencies
  - Executive support to implement project received February 1999
- 8,600 hours invested to date, as of March implementation phase (4,000 IS hours) \$600K to date
- 35,000 IS hours projected through 1Q 2000 to define requirements, code, test and install \$4.5M

